

# ORDER

**KTVK 3TV****KTVK**

**Orders**

**Order / Rev:** 986329

**Alt Order #:** 09679479

**Product Desc:** BLOOMBERG PRESIDENT

**Estimate:** 9450

**Flight Dates:** 11/25/19 - 12/03/19

**Original Date / Rev:** 11/25/19 / 11/25/19

**Order Type:** GENERAL

**Primary AE:** Cheryl Long

**Sales Office:** T-WAS

**Sales Region:** National

**Agency**

**Name:** Assembly - DNC

**Buying Contact:**

**Billing Contact:**

711 3rd Avenue, FL 2

New York, NY 10017

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Mike Bloomberg 2020 Inc For President

**Demographic:** A35+

**Product Codes:** Political-Cand-Presidential

**Revenue Code 1:** POL

**Revenue Code 2:** PLC

**Revenue Code 3:** PPL

**New Business Thru:**

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount   |
|------------|----------|---------|--------------|--------------|
| 11/25/19   | 12/03/19 | 45      | \$148,200.00 | \$125,970.00 |

**Totals**

| Month         | # Spots   | Gross Amount        | Net Amount          | Rating      |
|---------------|-----------|---------------------|---------------------|-------------|
| December 2019 | 45        | \$148,200.00        | \$125,970.00        | 0.00        |
| <b>Totals</b> | <b>45</b> | <b>\$148,200.00</b> | <b>\$125,970.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Cheryl Long       |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KTVK   | 25%   | \$148,200.00 |
| Market | 100%  | \$592,800.00 |

**Competitive Share**

|      | Share | Total        |
|------|-------|--------------|
| DPHO | 0%    | \$0.00       |
| KAET | 0%    | \$0.00       |
| KASW | 0%    | \$0.00       |
| KAZT | 0%    | \$0.00       |
| KBCZ | 0%    | \$0.00       |
| KBPX | 0%    | \$0.00       |
| KDRX | 0%    | \$0.00       |
| KMCC | 0%    | \$0.00       |
| KMOH | 0%    | \$0.00       |
| KNAZ | 0%    | \$0.00       |
| KNXV | 0%    | \$0.00       |
| KPAZ | 0%    | \$0.00       |
| KPHO | 18%   | \$106,704.00 |
| KPNX | 0%    | \$0.00       |
| KPPX | 0%    | \$0.00       |
| KSAZ | 0%    | \$0.00       |
| KTFL | 0%    | \$0.00       |
| KTVW | 0%    | \$0.00       |

|       |     |              |
|-------|-----|--------------|
| KUSK  | 0%  | \$0.00       |
| KUTP  | 0%  | \$0.00       |
| UNKWN | 57% | \$337,896.00 |

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Order / Rev: 986329

Alt Order #: 09679479

Flight Dates: 11/25/19 - 12/03/19

Advertiser: Mike Bloomberg 2020 Inc For President

Product Desc: BLOOMBERG PRESIDENT

Estimate: 9450

**KTVK**

| Ln     | Ch    | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len  | Spots       | Rate       | Pri | Rtg           | Type | Spots        | Amount      |
|--------|-------|-------------------|-----------------|----------------------------------------|-------|-------------------|---------|------|-------------|------------|-----|---------------|------|--------------|-------------|
| 1      | KTVK  | 11/25/19          | 11/29/19        | M-F 3-4pm<br>Dr Phil                   | CM    | M-F 3-4pm         | MTWTF-- | 1:00 | 5           | \$1,400.00 | IMP | 0.00          | NM   | 5            | \$7,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 11/25/19          | 12/01/19        | MTWTF--                                |       | 5                 |         |      | \$1,400.00  |            |     | 0.00          |      |              |             |
| 2      | KTVK  | 11/25/19          | 11/29/19        | M-F 6:30-7pm<br>Entertainment Tonight  | CM    | M-F 6:30-7pm      | 22222-- | 1:00 | 10          | \$2,600.00 | IMP | 0.00          | NM   | 10           | \$26,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 11/25/19          | 12/01/19        | 22222--                                |       | 10                |         |      | \$2,600.00  |            |     | 0.00          |      |              |             |
| 3      | KTVK  | 11/25/19          | 11/29/19        | M-F 7-7:30pm<br>Wheel of Fortune       | CM    | M-F 7-7:30pm      | MTWTF-- | 1:00 | 9           | \$4,000.00 | IMP | 0.00          | NM   | 9            | \$36,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 11/25/19          | 12/01/19        | MTWTF--                                |       | 9                 |         |      | \$4,000.00  |            |     | 0.00          |      |              |             |
| 4      | KTVK  | 11/25/19          | 11/29/19        | M-F 7:30-8pm<br>Jeopardy               | CM    | M-F 7:30-8pm      | 22222-- | 1:00 | 10          | \$4,800.00 | IMP | 0.00          | NM   | 10           | \$48,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 11/25/19          | 12/01/19        | 22222--                                |       | 10                |         |      | \$4,800.00  |            |     | 0.00          |      |              |             |
| 5      | KTVK  | 12/02/19          | 12/03/19        | M-F 3-4pm<br>Dr Phil                   | CM    | M-F 3-4pm         | 11----- | 1:00 | 2           | \$1,400.00 | IMP | 0.00          | NM   | 2            | \$2,800.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 12/02/19          | 12/08/19        | 11-----                                |       | 2                 |         |      | \$1,400.00  |            |     | 0.00          |      |              |             |
| 6      | KTVK  | 12/02/19          | 12/03/19        | M-F 6:30-7pm<br>Entertainment Tonight  | CM    | M-F 6:30-7pm      | 11----- | 1:00 | 2           | \$2,600.00 | IMP | 0.00          | NM   | 2            | \$5,200.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 12/02/19          | 12/08/19        | 11-----                                |       | 2                 |         |      | \$2,600.00  |            |     | 0.00          |      |              |             |
| 7      | KTVK  | 12/02/19          | 12/03/19        | M-F 7-7:30pm<br>Wheel of Fortune       | CM    | M-F 7-7:30pm      | 11----- | 1:00 | 2           | \$4,000.00 | IMP | 0.00          | NM   | 2            | \$8,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 12/02/19          | 12/08/19        | 11-----                                |       | 2                 |         |      | \$4,000.00  |            |     | 0.00          |      |              |             |
| 8      | KTVK  | 12/02/19          | 12/03/19        | M-F 7:30-8pm<br>Jeopardy               | CM    | M-F 7:30-8pm      | 11----- | 1:00 | 2           | \$4,800.00 | IMP | 0.00          | NM   | 2            | \$9,600.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 12/02/19          | 12/08/19        | 11-----                                |       | 2                 |         |      | \$4,800.00  |            |     | 0.00          |      |              |             |
| 9      | KTVK  | 11/30/19          | 11/30/19        | Sat 7-7:30pm<br>Sat 7-7:30pm           | CM    | Sat 7-7:30pm      | -----2- | 1:00 | 2           | \$2,200.00 | IMP | 0.00          | NM   | 2            | \$4,400.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 11/25/19          | 12/01/19        | -----2-                                |       | 2                 |         |      | \$2,200.00  |            |     | 0.00          |      |              |             |
| 10     | KTVK  | 11/30/19          | 11/30/19        | Sat 9-9:30pm News<br>Sat 9-9:30pm News | CM    | Sat 9-9:30pm New  | -----1- | 1:00 | 1           | \$1,200.00 | IMP | 0.00          | NM   | 1            | \$1,200.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |      | <u>Rate</u> |            |     | <u>Rating</u> |      |              |             |
|        | Week: | 11/25/19          | 12/01/19        | -----1-                                |       | 1                 |         |      | \$1,200.00  |            |     | 0.00          |      |              |             |
| Totals |       |                   |                 |                                        |       |                   |         |      |             |            |     |               | 45   | \$148,200.00 |             |